

BACHELOR OF **Business Administration** (Honours)



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Conventional: R2/345/6/0692 (10/26) / A11203

ODL: R2/345/6/0692 (10/26) / A11203

The school is comprised of a group of committed educators, researchers, and collaborators who will push the boundaries of human knowledge and creativity, and whose education, in conjunction with co-curricular activities, internships, case studies, and entrepreneurship competitions, as well as incorporating guest speakers into the classroom experience to make learning more authentic, will prepare students for a variety of careers and life-long learning opportunities. We attract students from a variety of different ethnic and cultural backgrounds, which creates an extremely vibrant and stimulating classroom atmosphere.



STUDY MODE: Flexible Learning

UNIRAZAK provides a flexible learning mode for its programme, which allows you to learn from any location and at your convenience. It is to access better learning and better student experience.

- Full-Time
- Conventional On Campus **OR** Open Distance Learning (ODL)

Duration: 3 Years



CAREER Opportunities

- Marketing Manager
- Public Relations Manager
- Sales Manager
- Brand Manager
- Promotions Manager
- Market Researcher
- Web Project Manager
- E-Commerce Manager
- Search Engine Optimization Manager
- E-Marketing Manager
- Digital Communications Manager
- Business Analyst
- Business Strategist
- Data Analyst
- Project Manager
- Data Mining Specialist
- Data Warehousing Specialist
- Financial Analyst
- Product Manager
- Business Analyst
- Business Development Manager
- Organisational Culture Champion
- Data Specialist
- Blockchain Developer
- Social Media Manager
- Marketing Manager
- Public Relations Manager
- Sales Manager
- Brand Manager • Promotions Manager
- Market Researcher
- Media Planner
- Media Buyer

Admission Requirements

STPM

- A pass in Sijil Tinggi Persekolahan Malaysia (STPM) with at least Grade C (GP 2.0) in any TWO subjects*; **OR**

STAM

- A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid; **OR**

MATRICULATION / FOUNDATION

- Matriculation or Foundation with at least CGPA of 2.00; **OR**

DIPLOMA

- A Diploma (Level 4, MQF) with at least CGPA of 2.00; **OR**
- An Advanced Diploma (Level 5, MQF) with at least CGPA of 2.00; **OR**
- A Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) subjected to UNIRAZAK's Senate / Academic Board's approval***; **OR**
- A Diploma Lanjutan Kemahiran Malaysia (DLKM) subjected to UNIRAZAK's Senate / Academic Board's approval***.

OTHERS

- Other relevant or equivalent qualification, experience, and requirement accepted by the UNIRAZAK's Senate/competent authority in Malaysia.
- Possess an Accreditation of Prior Experiential Learning (APEL A) for admission.

Note:

- A pass in Mathematics and English at SPM level or equivalent qualifications (English subject requirement does not apply to international students since they are required to meet certain scores of international English examination and privileged with certain exemptions)
- Can be waived should any other higher qualifications contain Mathematics and English subjects with an equivalent/higher achievement.
- Malaysian students using English as the medium of instruction in their previous study or with at least Band 2 in MUET or equivalent can be exempted from a pass in English requirement.
- Those without a pass in Mathematics and/or English at SPM level or equivalent can be admitted but are required to attend special enhancement course(s). These special enhancement courses should be SPM equivalent, remedial in nature. Students must pass the Mathematics and English enhancement courses as a prerequisite to related core courses taught in English.

INTERNATIONAL

- A minimum score of Band 5.5 in the International English Language Testing System (IELTS)*; **OR**
- A minimum score of 46 for an Internet Based Total (iBFT) for the Test of English as a Foreign Language (TOEFL)*; **OR**
- A minimum score of 8 for TOEFL Essentials (online); **OR**
- A minimum score of 51 in Pearson Test of English (PTE); **OR**
- A minimum score of B2 (160) in Cambridge English Qualifications and Tests; **OR**
- Band 3 in Malaysian University English Test (MUET); **OR**
- Successful attainment of B2 (160) in CEFR aligned exams by Cambridge English Qualification conducted the Centre for Continuing Education (CCE).

Note:

Conditional offer letter will be issued to international student who has not met the English Proficiency

COURSES Offered

MPU COURSES

- Penghayatan Etika dan Peradaban
- Falsafah dan Isu Semasa
- Bahasa Melayu Komunikasi II
- Media and Society OR Introduction to Environmental Sustainability
- Bahasa Kebangsaan A
- Community Engagement and Volunteering OR Kursus Integriti & Anti-rasuah

DISCIPLINE CORE

- Strategic Management
- Management Information Systems
- Financial Management
- Global Supply Chain Management
- International Business
- Technology Entrepreneurship
- Financing for Entrepreneurship
- Business Research Methods
- Consumer Behaviour & Social Media
- FinTech and Crowdfunding
- Digital Revolution
- Data Mining
- Case Study and Project Management

COMMON CORE

- Public Speaking 1
- Public Speaking 2
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organisational Behaviour
- Principles of Accounting
- Corporate Social Policy
- Business Mathematics
- Business Law
- Business Statistics
- Project Management
- Human Resource Management

ELECTIVES **Choose ONE Elective Specialisation (Seven Courses)

GENERAL

- Financial Accounting
- Cost and Management Accounting
- Marketing Management
- Cross Cultural Management
- Production and Operations Management
- Strategic Entrepreneurship
- Retailing Management

BUSINESS ANALYTICS

- Business Analytics
- Business Modelling
- Business Intelligence
- Data Visualization
- Programming for Analytics
- Predictive Analytics
- Big Data Analytics

SALES MANAGEMENT

- Personal Selling and Sales Management
- Selling Strategy and Practices
- Marketing Management
- Cross Cultural Management
- Branding and Brand Activation
- Social Media Content Marketing
- Advanced Production and Operations Management

SOCIAL MEDIA

- Social Media
- Integrated Marketing Communications
- Advertising and Sales Promotion
- Digital Communications Strategy
- Social Media Content Marketing
- Brand Management
- Advanced Production and Operations Management

DIGITAL MARKETING

- Digital Analytics for Marketing Professionals
- E-Commerce: Micro-Multinationals
- Pay Per Click Advertising
- Digital Marketing Channels
- Digital Techniques
- Applied Digital Marketing Strategies
- Social Media Content Marketing

FINANCIAL TECHNOLOGY

- Business Analytics
- Financial Markets and Structures
- Supply Chain Management
- Security Analysis and Portfolio Management
- Marketing for the Digital Economy
- Financial Modeling
- Blockchain and Digital Cryptocurrency

ARTIFICIAL INTELLIGENCE

- Online and Social Network Analysis
- Business E-Security
- Big Data & Algorithm
- Python and Machine Learning
- Digital Communications Strategy
- Cloud Infrastructure and IT Tools for Business
- Business E- Security
- Multidimensional Data Analysis and Data Visualisation

INDUSTRIAL TRAINING / CASE STUDY

- Internship I for Bachelor of Business Administration AND Internship II for Bachelor of Business Administration OR
- Management Case Study 1 AND
- Management Case Study 2

**Subject to change*

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